

U.S. Appl. No. 09/878,581  
Reply to Final Office Action dated June 29, 2006

Expedited Examination Response Under 37 C.F.R. §1.116  
PATENT  
450100-03278

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Susumu Nakagawa  
Serial No. : 09/878,581  
Filed : June 11, 2001  
For : IMAGE CONTENT AND ADVERTISEMENT DATA  
PROVIDING METHOD, SYSTEM, AND APPARATUS (AS  
AMENDED)  
Examiner : O'Steen, David R.  
Art Unit : 2623  
Confirmation No. : 2762

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Barner Shindlman

(Name of person signing transmittal)



Signature

August 17, 2006

Date of Signature

**AMENDMENT UNDER 37 C.F.R. § 1.116**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action mailed on June 29, 2006, having a three-month statutory period for response set to expire on September 29, 2006, please amend the above-identified application as follows.

U.S. Appl. No. 09/878,581  
Reply to Final Office Action dated June 29, 2006

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**Amendments to the Specification** begin on page 3 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 4 of this paper.

**Remarks/Arguments** begin on page 17 of this paper.

**FROMMER LAWRENCE & HAUG LLP**

745 Fifth Avenue  
New York, New York 10151  
Telephone: (212) 588-0800  
Facsimile: (212) 588-0500  
E-mail: Firm@flhlaw.com

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**FACSIMILE COVER LETTER**

**To:** Commissioner for Patents  
Examiner O'Steen, David R.

**Firm:** U.S. Patent and Trademark Office  
Art Unit 2623

**Facsimile:** (571) 273-8300

**From:** Thomas F. Presson

**Date:** August 17, 2006

**Re:** FLH Ref No.: 450100-03278  
Serial No: 09/878,581

**Number of Pages:** 22  
(including cover page)

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AUG 17 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Susumu NAKAGAWA

Serial No. : 09/878,581

For : IMAGE CONTENT AND ADVERTISEMENT DATA PROVIDING METHOD, SYSTEM, AND APPARATUS (AS AMENDED)

Filed : June 11, 2001

Examiner : O'Steen, David R.

Art Unit : 2623

745 Fifth Avenue  
New York, NY 10151  
Tel: 212-588-0800

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is an amendment in the above-identified application.

- ☒ No additional fee is required.  
☐ The fee has been calculated as shown below.  
☐ This is an application of a small entity under 37 CFR 1.9(f), and the amounts shown in parentheses apply.

(1)	(2) Claims remaining after amendment	(3)	(4) Highest number previously paid for	(5) Percent extra	(6) Rate	(7) Additional Fee
Total claims	25	Minus	** = 31	* 0 x	\$50 (25)	= \$ 0
Independent claims	10	Minus	*** = 13	* 0 x	\$200 (100)	= \$ 0
Total additional fee for this amendment						\$

\* If the entry in Column 2 is less than the entry in Column 4, write "0" in Column 5.

\*\* If the highest number of total claims previously paid for is less than 20, write "20" in this space.

\*\*\* If the highest number of independent claims previously paid for is less than 3, write "3" in this space.

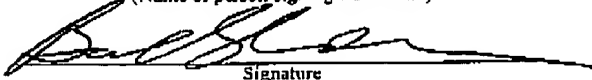
- ☐ This application contains a multiple dependent claim. The required fee of \$360(180) has been previously paid ☐, or is paid herewith ☐.
- ☐ This response is being filed within the \_\_\_ month following the expiration of the term originally set therefor. This is a petition to request a \_\_\_ month extension of time. A check covering the cost of the petition is enclosed.
- ☐ A check in the amount of \$\_\_\_ is attached, which covers the cost of ☐ additional claims \_\_\_ petition for extension of time.
- ☐ Charge \$\_\_\_ to Deposit Account No. 50-0320.
- ☒ Please charge any additional fees incurred by reason of this response or credit any overpayment to Deposit Account No. 50-0320.

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Barnet Shindelman

(Name of person signing transmittal)

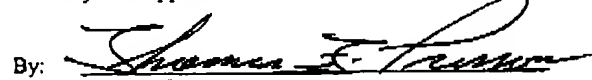


Signature

August 17, 2006

Date of Signature

Respectfully submitted,

FROMMER LAWRENCE & HAUG LLP  
Attorneys for Applicants


By:

Thomas F. Presson  
Reg. No. 41,442  
Tel: 212-588-0800

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